

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1940



We present our four-color photograph of SUPER SWISS MASTODON PANSIES selected from our seed fields, actual size.

LEST YOU FORGET

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Steele's Pansy Gardens

Since 1893

E. J. STEELE,
Manager

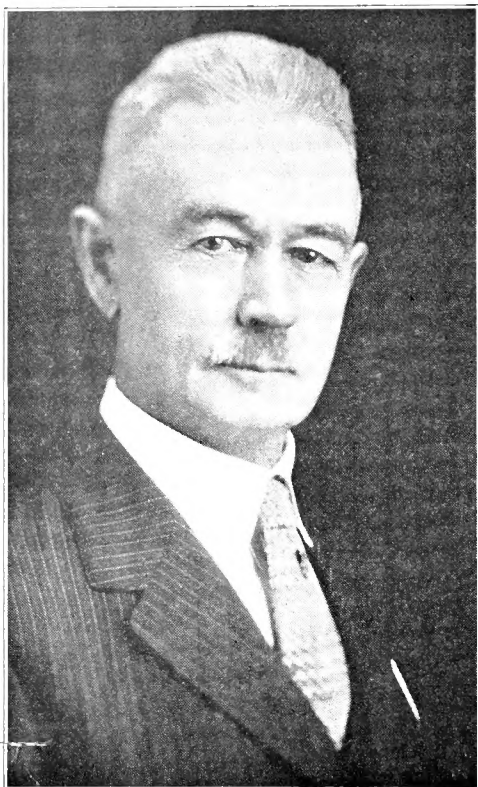
M. L. STEELE,
Secretary

ISABELLE STEELE LAYMAN,
Auditor

DONALD M. STEELE,
Production Manager and
Supt. Test Gardens.

Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K. *Air Mail Orders from Atlantic States Reach Us in 20 Hours. On Air Mail Orders Add 6 cents per oz.*



E. J. STEELE

IN SUB TROPIC

1938		To Merchandise
Oct.	19	1,000 Pansy plants
Nov.	4	1,000 Pansy plants

LOUISIANA

\$5	00	
5	00	
		\$10 00

Dear Mr. X

I want to compliment you on your wonderful pansies. They are the finest I have ever seen. Regards

Z

OR FAR NORTH

NORTH DAKOTA

Your mixed pansies are grand. From 1/2 oz. of seed we sold over 700 dozen plants at 25¢ more a basket than any of our competitors.

Rugby Greenhouses.
Rev J. C. Hutchinson, Mgr.

Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **VERY SPARINGLY**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 125 TO 150 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

CAUTION — Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

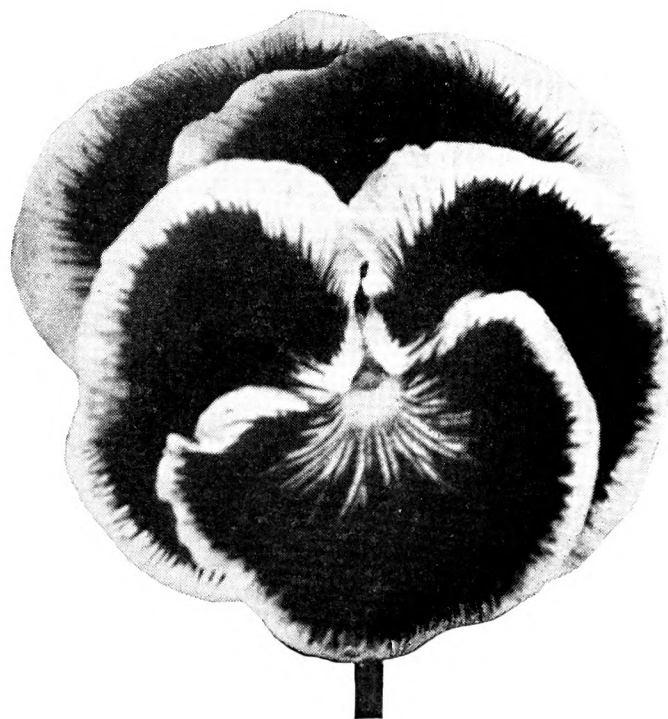
E. J. Steele
Manager

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

"Everything comes to him who hustles while he waits."

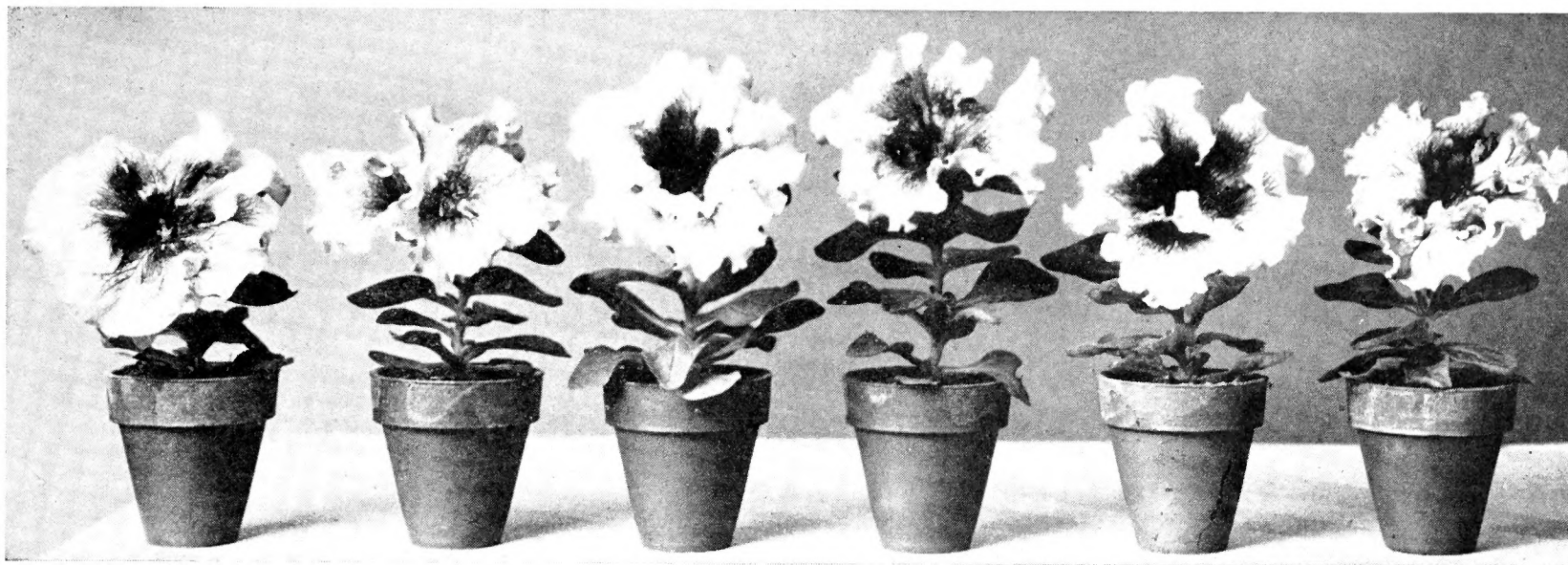
—Thomas Edison.

"An ounce of pluck is worth a pound of luck."



One of "Bud's" Mastodons

STEELE'S PANSY GARDENS



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

Ruffled Monster Type (Single)

No.	Average about 90% true	Tr. Pkt.
1. PINK —Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence		\$0.50
5. RED WITH BLACK CENTER50
7. RED and WHITE variegated. Immense size. Large yellow center.....		.50
10. SALMON ROSE —Light veined center, 5 to 6 inches. Very beautiful.....		.50
13. HELIOTROPE — A pinkish mauve. 5 to 6 inches in diameter. Deeper veined center. Brighter than No. 20.....		.50
41. COPPER RED —Smoky center 5 to 6 inches. One of finest petunias in existence.....		.50
45. SANTA BARBARA —Single. Clean flame rose without a trace of purple. Very large flowers and continually in bloom.....		.50

Other Varieties of Smaller Size (Sgle.)

No.	Tr. Pkt.
9. PEARL OF KENTFIELD (THEODOSIA) —Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding	\$0.50
11. DIENER'S ELK'S PURPLE —Very fine.....	.25
16. WHITE BEAUTY — Single, heavily fringed, about 4 inches. Snow white, semi-dwarf....	.25

Mixed Petunia Types

38. DOUBLE RUFFLED MONSTERS MIXED —Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%	1.00
47. Jumbo Mixture of Ruffled Monster Petunias —A selection of only the very largest and most outstanding colors of these giant Petunias...	1.00

One packet each of any 10 varieties—Price \$5.50.

PANSY—STEELE'S MASTODON

Novelties in three separate colors, red, white and blue.

"Gorgeous"—The finest all red strain we have ever seen since 1893. A three years test. Price: 1/32 oz. \$1.00. After August 1, price, 1/16 oz. \$1.00.

Fluffy Ruffles (1939 Novelty)—A mutation from Grand Duke Michel, not quite so large but exquisitely ruffled. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00.

Jumbo Beaconsfield (1939 Novelty) — A greatly improved true Beaconsfield type. Upper petals lavender tinge, lower petals violet shades. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net

1940 Crop

EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE
"STEELE'S MASTODON." See Page 1.

Coronation Gold (1939 Novelty)—a pure yellow self slightly larger than Parisian Yellow. After August 1. Price same as Super Maple Leaf.

Jumbo Mixed—Our own origination. Very early blooming strain. Some field plants producing flowers up to five inches in diameter. Many new and unique colors this year. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00; 2 oz. \$23.00; 4 oz. \$42.00.

Super Maple Leaf Mixed—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Price 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 2 oz. \$16.50; 4 oz. \$32.00.

Super Swiss "400" Mixed—Grand in size, form, color and substance. Huge jewels of velvet and red and gold with variations of those colors, including shades entirely new. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Improved Sea Blue—Swiss. The most beautiful shade of blue we have ever seen. Large. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Super Swiss. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; oz. \$6.00; 2 oz. \$10.50; 4 oz. \$19.00.

Masterpiece—Long stems. Mostly dark colors. Ruffled. For greenhouse only. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00.

"Aces" Mixed—Fine Market strain. Price: 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.00; 2 oz. \$9.00; 3 oz. \$13.50; 4 oz. \$17.50.

Improved 1937 Adonis—Light blue and lavender shades. Many ruffled types never before shown in this strain.

Golden Gate—A monster Golden Yellow. Dark center.

Isabelle—A ruffled bronze and yellow.

Mlle. Irene—A henna red type, new to pansies.

The price of each of the four varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Parisian Yellow—A pure yellow.

Bronze—Very large. Many shades.

Black—Nearly all jet black.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Grand Duke Michel—The largest all-white pansy.

Improved Aurora—Rose and red shades.

The price of each of the eight varieties named above is 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.

On Air Mail Orders add 6 cents per oz.

We do not offer seed packets of a size smaller than those listed above.

OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE
RESPONSIBLE ONLY FOR THE VALUE OF THE SEED.



ISABELLE STEELE LAYMAN

STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.

HOWDY FOLKS:

Introducing our daughter, Isabelle, our office manager and auditor and the mother of six livewire children. See photo of our Ann Marie and Jane, the subject of our child ad in trade magazines: Pop.

Countless inquiries come to our office about how to make the pansies grow bigger and better.

"I want to grow a small, stocky plant with plenty of immense blooms. What fertilizer do you advise that I use? Which plant food do you use in your gardens?"

This is a large order and puts us on the spot.

The fertilizer we may suggest may be one which is not available in your neighborhood and our advice may therefore be of no value to you. However, there may be

an abundance of another plant food nearby which would prove of great value to your flowers and at a price which will suit your purse. In this connection I am reminded of a report we had from a flower fan living near Fresno, Calif. He tells us that the stems from raisins are piled up, left to compost, and furnish a most satisfactory substitute for leaf mold, which is a favorite portion of a balanced pansy diet.

We say "Get in touch with your County Agent. He will be able to help you better than we." He is in close touch with local conditions, knows what fertilizers are available at the lowest cost and he can advise you how to build up your soil to maximum efficiency.

We tell you "Pansies enjoy an acid soil." A competent County Agent knows what you must do to produce such a soil in your own community. Or an expert commercial grower might give you some valuable advice. In any case consult someone of experience who does not sell fertilizers. His advice will be expert and without prejudice.

We are in the heart of a rich dairy country and use the entire output of one of our local dairies. The scrapings, valuable because dairy cows are highly fed, are combined with leaf mold, sod, and a liberal portion of bone-meal and composted about 15 months. This ration is the finest of all, perfect for pansies. We also use the entire output of a large poultry concern which uses peat moss for bedding. The peat moss in combination with dairy or chicken scrapings makes a valuable mulch and is also used to cover our germination beds.

"Bud", our Superintendent of Production, has been conducting a series of tests on all available fertilizers and one of his current recommendations is Marl (diatomaceous earth) which he combines with peat moss. His report is very favorable on this mixture, especially for summer heat.

When we tell you to study our rules of germination we mean they must be your primer and your text book from the time you break ground for germination bed until the seedlings are strong and healthy plants ready to go into their permanent place.

We estimate that a good grower should germinate 5000 plants to the ounce of pansy seed and our large commercial growers report a much higher percentage. But pansies are like Prima Donnas. The finer the strain, the more attention they demand. They will not just sprout, like Topsy. They love porterhouse steak, even as you and I.

In closing we wonder if we have forgotten anything important to you. Also have you forgotten anything? How many times have you read the rules of germination? Only once, or twice?

Isabelle Steele Layman



OUR "ANN MARIE"

STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.

HOWDY FOLKS:

Greetings to you and all of the thousands who will receive a copy of this message which my Grandpop Steele has asked me to send you.

"You know, Ann Marie, all that host of names in these card indexes are those who honored us by asking for more news about those famous pansies that were brought into existence by us to celebrate the end of . . . 'The Horse and Buggy Days,' and which means the beginning of the days when we began doing things better than we did before."

And Pop says you must save time and labor in order to earn a profit in your industry. Pop says he was a plow boy on a farm in Iowa when he was twelve years old and his daddy didn't own a horse and buggy either. Here is one of Pop's stories of those early days concerning another farmer:

A newly-wed boy had taken up a homestead and purchased two half-wild steers, yoking them together as a plow team. But they did not take kindly to hard labor and the white-faced steer became so unruly that Farmer Bill decided to hitch himself alongside the wild and woolly youngster and show him how to get busy on his job. But what a circus for Bill, and he decided that it was help he needed. He hailed a neighbor shouting, "Hold! Stop us! We're headed for the woods." Bill's judgment was faulty but

he made the yoke of steers do their bit and earn their keep. And you, dear brother, can do the same, if you are built that way.

Came the panic days of 1893. Pop married in '92, lost his shirt soon after. Grew a few pansy plants in '93. Sold them for \$2.50. 1894 teaching school at a salary O. K. for Horse and Buggy days. Grew 10,000 plants into bud and bloom—no market—offered to deliver same to Portland Seed Co. in bloom for 1c apiece. Refused. Packed same in baskets, crated and shipped same, express prepaid on consignment and took all chances of loss at 65c per basket and net receipts for crop were \$275.00. Then came thirteen years principalship and Nana Steele in command of the garden and also of three husky boys and two girls, one of whom became my mother, Isabelle, a graduate of Oregon State College, as is likewise my daddy, John Layman.

Then years of hard work, week days, nights and holidays and Pop says that some days he forgot it was Sunday. Union hours? No! Overtime pay? No! Double time? Yes! Extra cash, little.

His kind friends and neighbors were full of sympathy and advice and pointed out to Pop the myriads of rainbows of promise around him reflecting pots of gold on the horizon, and beckoning to him, the prosperity within his reach. One kindly Irish motorman old enuf to be Pop's father said, "Son, grow some spuds!"

Nineteen hundred and five came the World's Fair in Portland, Oregon. Mastodon pansies in the "Sunken Gardens". Followed orders from Newfoundland to Mexico; from Alaska to West Indies; from the great parks, cemeteries, estates and commercial growers—Mastodon pansies were really "going to town". 1914 came an order from the Panama Pacific International Exposition, San Francisco, for 250,000 plants, all yellow for the South Garden fronting the row of great Exhibit Palaces one-half mile long and 400 feet wide.

But we really hadn't seen anything yet. In early 1938 we received an order to air mail the makings of over a million pansy seedlings. Why? Because of the success of enormous plantings of Mastodon pansies for the years of 1937 and 1938 at Santa Anita Park.

The Scriptures tell about Joseph and his "Coat of many colors" and Pop Steele and Nana last February saw a huge carpet of pansies of all the rainbow colors. Commentators on the radio gave the pansies the glad hand, color photographers took motion pictures and a venturesome airplane pilot took snap shots of that magic carpet of unsurpassed color and made you wonder how Mother Nature could paint a picture so beautiful to behold; and when the bugle sounded the last race of the season, Santa Anita beckoned the children and the grownups to come and take away as their own the pansies the management planted in honor of "The Sport of Kings".

POP STEELE SELLS HIS FIRST OUNCE OF SEED TO A LOCAL FLORIST IN THE LATE 90s

One morning in early April Pop was stopped on his way to deliver some baskets of pansies to a local store to be sold at 65c per basket.

"George Betz, Williams Ave. Florist, is the name. Would like you to grow an ounce of this seed for me."

"Sorry, George, but you couldn't afford to pay the price."

"How much?"

"Fourteen dollars!"

Skillful producers, including farmers, are aware of the fact that quality of their crop must be such that the seed they use must have been grown by an *organization of trained specialists*.

Anyone knows that a doubtful egg is a bad one, and the worst bargain on earth is a package of doubtful seed, and the more you think about using it the less you will like the idea of using it. In fact you are not going back to Horse and Buggy days in buying seed.

In 1938 our gardens listed 30 employees, mostly all with ten years or more of experience, and we'll surely need them all in 1939. And now Pop has reached that unfortunate condition of mind where he might say: "WE KNOW IT ALL," BUT SHOULD HE?

What do you think?

Cordially,

Ann Marie Layman

Can't you send us the name of another Commercial grower?

